



26-009RFP - Pre-Bond Planning and Communication Services

Project Overview

Project Details	
Reference ID	26-009RFP
Project Name	Pre-Bond Planning and Communication Services
Project Owner	Chrissie Bryant
Project Type	RFP
Department	Communications
Budget	\$0.00 - \$0.00
Project Description	Manor Independent School District ("District") is soliciting proposals from qualified public relations, communications, and strategic planning firms to provide Pre-Bond Planning and Bond Communications Services, in accordance with the terms, conditions, and requirements set forth in this Request for Proposals ("RFP"). The District seeks a firm with



	demonstrated experience supporting school district bond planning efforts through strategic communications, community engagement, and public information services. The District reserves the right to award portions of the work to different vendors, to make an award to a single vendor or to make no award in connection with this solicitation. All responses are to be uploaded to Euna only (no hard copies accepted) and addressed to: MANOR INDEPENDENT SCHOOL DISTRICT Chrissie Bryant, Purchasing Coordinator Manor Independent School District 10335 US Hwy 290E Manor, TX 78653 E-Mail: Purchasing@manorisd.net
Open Date	Feb 09, 2026 11:30 PM CST
Close Date	Mar 02, 2026 2:00 PM CST

Highest Scoring Supplier	Score
edVANTAGE Strategy Group	85 pts

Seal status

Requested Information	Unsealed on	Unsealed by
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Certificate of Interested Parties (Form 1295)	Mar 03, 2026 9:28 AM CST	Chrissie Bryant
Technical Response & Proposal Acknowledgement	Mar 03, 2026 9:28 AM CST	Chrissie Bryant
FORM A: Company Information & Antitrust Form	Mar 03, 2026 9:28 AM CST	Chrissie Bryant
FORM B: Pricing & Service Affirmation	Mar 03, 2026 9:28 AM CST	Chrissie Bryant
FORM C: Price Sheet	Mar 03, 2026 9:28 AM CST	Chrissie Bryant
FORM D: Certificate of Insurance	Mar 03, 2026 9:28 AM CST	Chrissie Bryant
FORM E: SWMVBE Certification	Mar 03, 2026 9:28 AM CST	Chrissie Bryant
Vendor Certification Form	Mar 03, 2026 9:28 AM CST	Chrissie Bryant
EDGAR Certification Form	Mar 03, 2026 9:28 AM CST	Chrissie Bryant



Conflict of Interest Questionnaire (CIQ)	Mar 03, 2026 9:28 AM CST	Chrissie Bryant
W9	Mar 03, 2026 9:28 AM CST	Chrissie Bryant
Addenda (Signed)	Mar 03, 2026 9:28 AM CST	Chrissie Bryant



Project Criteria

Criteria	Points	Description
Required Forms	Pass/Fail	
A - Pricing / Fee Structure	30 pts	
A-1 - Evaluation of proposed pricing and fee structure, including completeness, transparency, competitiveness, and overall reasonableness of costs for the proposed services.	30 pts	
B - Firm Qualifications and Relevant Experience	18 pts	
B-1 - Demonstrated experience providing pre-bond planning and bond communications services for K–12 school districts, including experience with Texas school bond programs, community engagement, public-facing communications, and comparable references.	18 pts	
C - Pre-Bond Planning and Strategic Support	18 pts	



C-1 - Quality of the proposer's approach to pre-bond planning, including strategic consultation to the Board, Administration, staff, and committees; facilitation of meetings; coordination with financial/bond advisors; development of planning narratives and Program of Requirements (POR) materials; and site-related public messaging.	18 pts	
D - Communications and Community Engagement Approach	14 pts	
D-1 - Effectiveness of the proposed communications strategy, including community engagement efforts (PTO, campus, and community meetings), bond update reporting, Board support, and quality of proposed communication materials such as graphics, charts, FAQs, and website content.	14 pts	
E - Project Team and Capacity	5 pts	
E-1 - Qualifications, experience, availability, and stability of the proposed project team assigned to the engagement.	5 pts	



F - Project Management, Reporting, and Controls	5 pts	
F-1 - Approach to document control, collaboration, version management, communication frameworks, reporting formats, messaging protocols, responsiveness, and ability to meet District schedules and needs.	5 pts	
G - HUB / SWMVBE Compliance	5 pts	
G-1 - Impact on the District's ability to comply with laws and policies related to Historically Underutilized Businesses (HUB) / Small, Women- and Minority-Owned Business Enterprise participation, based on required certification forms.	5 pts	
H - Other Relevant Factors	5 pts	
H-1 - Any additional factors identified in the proposal that provide added value to the District, including innovative approaches, enhanced bilingual communications, or services beyond the minimum RFP requirements.	5 pts	



Total	100 pts	
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Scoring Summary

Active Submissions

	Total	Required Forms	A - Pricing / Fee Structure	A-1 - Evaluation of proposed pricing and fee structure, including completeness, transparency, competitiveness, and overall reasonableness of costs for the proposed services.	B - Firm Qualifications and Relevant Experience
Supplier	/ 100 pts	Pass/Fail	/ 30 pts	/ 30 pts	/ 18 pts
edVANTAGE Strategy Group	85 pts	Pass	26.75 pts	26.75 pts	14.75 pts
Pfluger Architects, Inc.	83.75 pts	Pass	25.5 pts	25.5 pts	16 pts
Caelen	81 pts	Fail	24 pts	24 pts	17 pts



	Total	Required Forms	A - Pricing / Fee Structure	A-1 - Evaluation of proposed pricing and fee structure, including completeness, transparency, competitiveness, and overall reasonableness of costs for the proposed services.	B - Firm Qualifications and Relevant Experience
Supplier	/ 100 pts	Pass/Fail	/ 30 pts	/ 30 pts	/ 18 pts
Communications					
Rifeline	79.75 pts	Fail	27 pts	27 pts	13 pts
WRA Architects, Inc.	77.5 pts	Pass	22.25 pts	22.25 pts	17 pts
Buie & Co.	76.5 pts	Fail	21.5 pts	21.5 pts	14.5 pts
New West Communications	72 pts	Pass	25.25 pts	25.25 pts	14.5 pts



	Total	Required Forms	A - Pricing / Fee Structure	A-1 - Evaluation of proposed pricing and fee structure, including completeness, transparency, competitiveness, and overall reasonableness of costs for the proposed services.	B - Firm Qualifications and Relevant Experience
Supplier	/ 100 pts	Pass/Fail	/ 30 pts	/ 30 pts	/ 18 pts
The Forma Group, LLC	71.5 pts	Pass	23.75 pts	23.75 pts	12.5 pts



	B-1 - Demonstrated experience providing pre-bond planning and bond communications services for K–12 school districts, including experience with Texas school bond programs, community engagement, public-facing communications, and comparable references.	C - Pre-Bond Planning and Strategic Support	C-1 - Quality of the proposer’s approach to pre-bond planning, including strategic consultation to the Board, Administration, staff, and committees; facilitation of meetings; coordination with financial/bond advisors; development of planning narratives and Program of Requirements (POR) materials; and site-related public messaging.	D - Communications and Community Engagement Approach	D-1 - Effectiveness of the proposed communications strategy, including community engagement efforts (PTO, campus, and community meetings), bond update reporting, Board support, and quality of proposed communication materials such as graphics, charts, FAQs, and website content.
Supplier	/ 18 pts	/ 18 pts	/ 18 pts	/ 14 pts	/ 14 pts
edVANTAGE Strategy Group	14.75 pts	15.25 pts	15.25 pts	12.25 pts	12.25 pts



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Supplier	/ 18 pts	/ 18 pts	/ 18 pts	/ 14 pts	/ 14 pts
Pfluger Architects, Inc.	16 pts	16.75 pts	16.75 pts	13.25 pts	13.25 pts



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<p>Supplier</p>	<p>/ 18 pts</p>	<p>/ 18 pts</p>	<p>/ 18 pts</p>	<p>/ 14 pts</p>	<p>/ 14 pts</p>
<p>Caelen Communications</p>	<p>17 pts</p>	<p>16.25 pts</p>	<p>16.25 pts</p>	<p>12.25 pts</p>	<p>12.25 pts</p>



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Supplier	/ 18 pts	/ 18 pts	/ 18 pts	/ 14 pts	/ 14 pts
Rifeline	13 pts	16 pts	16 pts	12.75 pts	12.75 pts



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<p>Supplier</p>	<p>/ 18 pts</p>	<p>/ 18 pts</p>	<p>/ 18 pts</p>	<p>/ 14 pts</p>	<p>/ 14 pts</p>
<p>WRA Architects, Inc.</p>	<p>17 pts</p>	<p>15.25 pts</p>	<p>15.25 pts</p>	<p>12.5 pts</p>	<p>12.5 pts</p>



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Supplier	/ 18 pts	/ 18 pts	/ 18 pts	/ 14 pts	/ 14 pts
Buie & Co.	14.5 pts	16 pts	16 pts	12.25 pts	12.25 pts



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<p>Supplier</p>	<p>/ 18 pts</p>	<p>/ 18 pts</p>	<p>/ 18 pts</p>	<p>/ 14 pts</p>	<p>/ 14 pts</p>
<p>New West Communications</p>	<p>14.5 pts</p>	<p>13 pts</p>	<p>13 pts</p>	<p>9.5 pts</p>	<p>9.5 pts</p>



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<p>Supplier</p>	<p>/ 18 pts</p>	<p>/ 18 pts</p>	<p>/ 18 pts</p>	<p>/ 14 pts</p>	<p>/ 14 pts</p>
<p>The Forma Group, LLC</p>	<p>12.5 pts</p>	<p>13.5 pts</p>	<p>13.5 pts</p>	<p>11.75 pts</p>	<p>11.75 pts</p>



	E - Project Team and Capacity	E-1 - Qualifications, experience, availability, and stability of the proposed project team assigned to the engagement.	F - Project Management, Reporting, and Controls	F-1 - Approach to document control, collaboration, version management, communication frameworks, reporting formats, messaging protocols, responsiveness, and ability to meet District schedules and needs.	G - HUB / SWMVBE Compliance
Supplier	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts
edVANTAGE Strategy Group	4.5 pts	4.5 pts	4.25 pts	4.25 pts	3.75 pts
Pfluger Architects, Inc.	4.25 pts	4.25 pts	4.5 pts	4.5 pts	0 pts
Caelen Communications	4.25 pts	4.25 pts	4 pts	4 pts	0 pts



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Supplier	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts
Rifeline	4.25 pts	4.25 pts	4 pts	4 pts	0 pts
WRA Architects, Inc.	3.75 pts	3.75 pts	3 pts	3 pts	1.25 pts
Buie & Co.	4.5 pts	4.5 pts	4.5 pts	4.5 pts	0 pts
New West Communications	4 pts	4 pts	3.25 pts	3.25 pts	0 pts



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Supplier	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts
The Forma Group, LLC	3.25 pts	3.25 pts	3.75 pts	3.75 pts	0 pts



	G-1 - Impact on the District's ability to comply with laws and policies related to Historically Underutilized Businesses (HUB) / Small, Women- and Minority-Owned Business Enterprise participation, based on required certification forms.	H - Other Relevant Factors	H-1 - Any additional factors identified in the proposal that provide added value to the District, including innovative approaches, enhanced bilingual communications, or services beyond the minimum RFP requirements.
Supplier	/ 5 pts	/ 5 pts	/ 5 pts
edVANTAGE Strategy Group	3.75 pts	3.5 pts	3.5 pts
Pfluger Architects, Inc.	0 pts	3.5 pts	3.5 pts
Caelen Communications	0 pts	3.25 pts	3.25 pts
Rifeline	0 pts	2.75 pts	2.75 pts



	G-1 - Impact on the District's ability to comply with laws and policies related to Historically Underutilized Businesses (HUB) / Small, Women- and Minority-Owned Business Enterprise participation, based on required certification forms.	H - Other Relevant Factors	H-1 - Any additional factors identified in the proposal that provide added value to the District, including innovative approaches, enhanced bilingual communications, or services beyond the minimum RFP requirements.
Supplier	/ 5 pts	/ 5 pts	/ 5 pts
WRA Architects, Inc.	1.25 pts	2.5 pts	2.5 pts
Buie & Co.	0 pts	3.25 pts	3.25 pts
New West Communications	0 pts	2.5 pts	2.5 pts
The Forma Group, LLC	0 pts	3 pts	3 pts

